

Mexico – Juarez

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Mexico – Juarez GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Mexico could include in a comprehensive tobacco control program.

The Mexico – Juarez GYTS was a school-based survey of students in Primero en secundaria, Segundo de secundaria, and Tercero de secundaria conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of Juarez. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 90.5%, and the overall response rate was 90.5%. A total of 2,210 students participated in the Mexico – Juarez GYTS.

Prevalence

49.8% of students had ever smoked cigarettes (Boy = 50.9%, Girl = 47.4%)
 26.7% currently use any tobacco product (Boy = 26.4%, Girl = 26.0%)
 22.6% currently smoke cigarettes (Boy = 20.8%, Girl = 23.2%)
 9.9% currently use other tobacco products (Boy = 11.7%, Girl = 7.9%)
 22.8% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

20.7% think boys and 33.2% think girls who smoke have more friends
 15.2% think boys and 24.3% think girls who smoke look more attractive

Access and Availability - Current Smokers

9.9% usually smoke at home
 30.5% buy cigarettes in a store
 61.8% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

47.2% live in homes where others smoke in their presence
 56.6% are around others who smoke in places outside their home
 87.7% think smoking should be banned from public places
 74.7% think smoke from others is harmful to them
 48.9% have one or more parents who smoke
 57.8% have most or all friends who smoke

Cessation - Current Smokers

43.8% want to stop smoking
 59.3% tried to stop smoking during the past year
 67.0% have ever received help to stop smoking

Media and Advertising

85.4% saw anti-smoking media messages, in the past 30 days
 88.1% saw pro-cigarette ads on billboards, in the past 30 days
 76.5% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 14.7% have an object with a cigarette brand logo
 11.4% were offered free cigarettes by a tobacco company representative

School

53.7% had been taught in class, during the past year, about the dangers of smoking
 27.4% had discussed in class, during the past year, reasons why people their age smoke
 46.0% had been taught in class, during the past year, the effects of tobacco use

Highlights

- Almost 3 in 10 students currently use any form of tobacco; 22.6% of the students currently smoke cigarettes; 9.9% currently use some other form of tobacco.
- ETS exposure is high – almost half of the students live in homes where others smoke and over 5 in 10 are exposed to smoke around others outside of the home; almost half of the students have a parent who smokes and approximately 60% have friends who smoke.
- Three quarters of the students think smoke from others is harmful to them.
- Approximately 4 in 10 current smokers want to stop smoking.
- Over 1 in 10 students were offered a free cigarette by a tobacco company representative.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; almost 9 in 10 students saw pro-cigarette ads in the past 30 days.